

Docket No. RSW920000174US1

## ABSTRACT OF THE DISCLOSURE

### METHOD AND SYSTEM FOR PREDICTING CUSTOMER BEHAVIOR BASED ON DATA NETWORK GEOGRAPHY

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A method and system for predicting customer behavior based on the geography of a data network are provided. Furthermore, a method and system for evaluating the training of a predictive algorithm to determine if the algorithm does not adequately take into consideration the influences of data network geography are also provided. The method and system generate frequency distributions of a customer database data set, training data set and testing data set and compare the frequency distributions of data network geographical characteristics to determine if there are discrepancies. If the discrepancies are above a predetermined tolerance, one or more of the data sets may not be representative of the customer database taking into account data network geographical influences on customer behavior. Thus, recommendations for improving the training data set and/or testing data set are then provided such that the data set is more representative of the data network geographical influences. Once trained, the predictive algorithm may be utilized to predict customer behavior taking into account the influences of data network geography.

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